

Bridgeport®

CUSHION GRIP

The Finest Screwdriver Ever Made!

BLISTERPROOF —
OIL, GAS & WATER
RESISTANT NITRILE
RUBBER GRIP —
PERMANENTLY
LOCKED INTO TOUGH
AMBER HANDLE.

BOLSTERED HEAVY
DUTY BLADE —
WINGED SHANK.

HARDENED ALLOY
TOOL STEEL
FULL CHROME
PLATED FINISH.

PRECISION
CROSS-GROUND
POINT.

Bridgeport - U.S.A.
PAT. 2,871,899
2,143,616

Printed in U.S.A.

NEW!

Patented (U.S.A. Patent No. 2871899)
INTERLOCKED
'Tongue & Groove'
Handle....

**Cannot slip,
slide, twist or
come off!**

Cross section showing slotted amber handle and interlocking ribbed sleeve of genuine Nitrile rubber. Full length "tongue and groove" interlock completely prevents twisting and sliding.

50% GREATER TORQUE!

- **SUPER COMFORTABLE.** Resilient genuine Nitrile rubber grip never hurts the hand — no matter how hard you grip it!
- **TREMENDOUS TURNING POWER.** The CUSHION GRIP enables you to do more work with less effort than with ordinary screwdrivers.
- **NON-SLIP GRIP.** Even when wet or oily, your hand won't slip!
- **UNBREAKABLE HANDLE.** Hammerproof, shock-proof and non-flammable.
- **FULLY GUARANTEED.**

Needed by Automobile Mechanics • Needed in Industry
Needed by Professional Craftsmen • Needed by Homeowners
Makes Jobs Easier • Superior for Every Screwdriver Job

17 Sizes and Styles for All Trades
See Reverse Side for Specifications and Prices

THE BRIDGEPORT HARDWARE MFG. CORP.

BRIDGEPORT, CONN., U. S. A.



Bridgeport

CUSHION GRIP

DISPENSER - DISPLAY

DEAL No. 2703

A COMPLETE SCREWDRIVER DEPARTMENT
IN ONE COMPACT MERCHANDISER!

Here's What You Get!

| No. of Pieces | Cat. No. | Description | Blade Inches | Standard Packing | Shipping Weight Per Doz. | List Price Ea. |
|---------------|----------|-------------------------------|------------------------|------------------|--------------------------|----------------|
| 3 | 2143 | MECHANIC'S (ROUND BLADE) | 3" x $\frac{3}{16}$ " | 1/2 doz. | 2 lbs. | \$1.20 |
| 6 | 2143 | | 4" x $\frac{1}{4}$ " | | 3 lbs. | 1.25 |
| 4 | 2143 | | 6" x $\frac{3}{16}$ " | | 5 lbs. | 1.50 |
| 2 | 2143 | | 8" x $\frac{3}{8}$ " | | 7 lbs. | 1.90 |
| 1 | 2143 | | 10" x $\frac{3}{8}$ " | | 7 1/4 lbs. | 2.00 |
| 1 | 2143 | | 12" x $\frac{3}{8}$ " | | 8 1/4 lbs. | 2.60 |
| 2 | 2243 | | 3" x $\frac{3}{16}$ " | | 2 lbs. | \$1.00 |
| 2 | 2243 | ELECTRICIAN'S | 6" x $\frac{3}{16}$ " | 1/2 doz. | 2 1/4 lbs. | 1.05 |
| 1 | 2243 | | 8" x $\frac{3}{16}$ " | | 2 1/2 lbs. | 1.10 |
| 1 | 2243 | | 10" x $\frac{3}{16}$ " | | 3 lbs. | 1.25 |
| 2 | 2343 | | 4" x $\frac{1}{4}$ " | | 3 1/4 lbs. | \$1.40 |
| 2 | 2343 | MECHANIC'S (SQUARE BLADE) | 6" x $\frac{5}{16}$ " | 1/2 doz. | 5 1/2 lbs. | 1.80 |
| 1 | 2343 | | 8" x $\frac{3}{8}$ " | | 8 lbs. | 2.20 |
| 1 | 2343 | | 12" x $\frac{3}{8}$ " | | 10 lbs. | 2.70 |
| 3 | 2501 | SUPER HARD PHILLIPS No. 1 pt. | 3" x $\frac{3}{16}$ " | 1/2 doz. | 2 lbs. | \$1.00 |
| 3 | 2502 | SUPER HARD PHILLIPS No. 2 pt. | 4" x $\frac{1}{4}$ " | 1/2 doz. | 3 lbs. | \$1.30 |
| 1 | 2503 | SUPER HARD PHILLIPS No. 3 pt. | 6" x $\frac{5}{16}$ " | 1/2 doz. | 5 lbs. | \$1.80 |

TOTAL: 36 GENUINE CUSHION GRIP SCREWDRIVERS

TOTAL RETAIL VALUE \$51.95

DEALER COST 34.63

DEALER PROFIT \$17.32

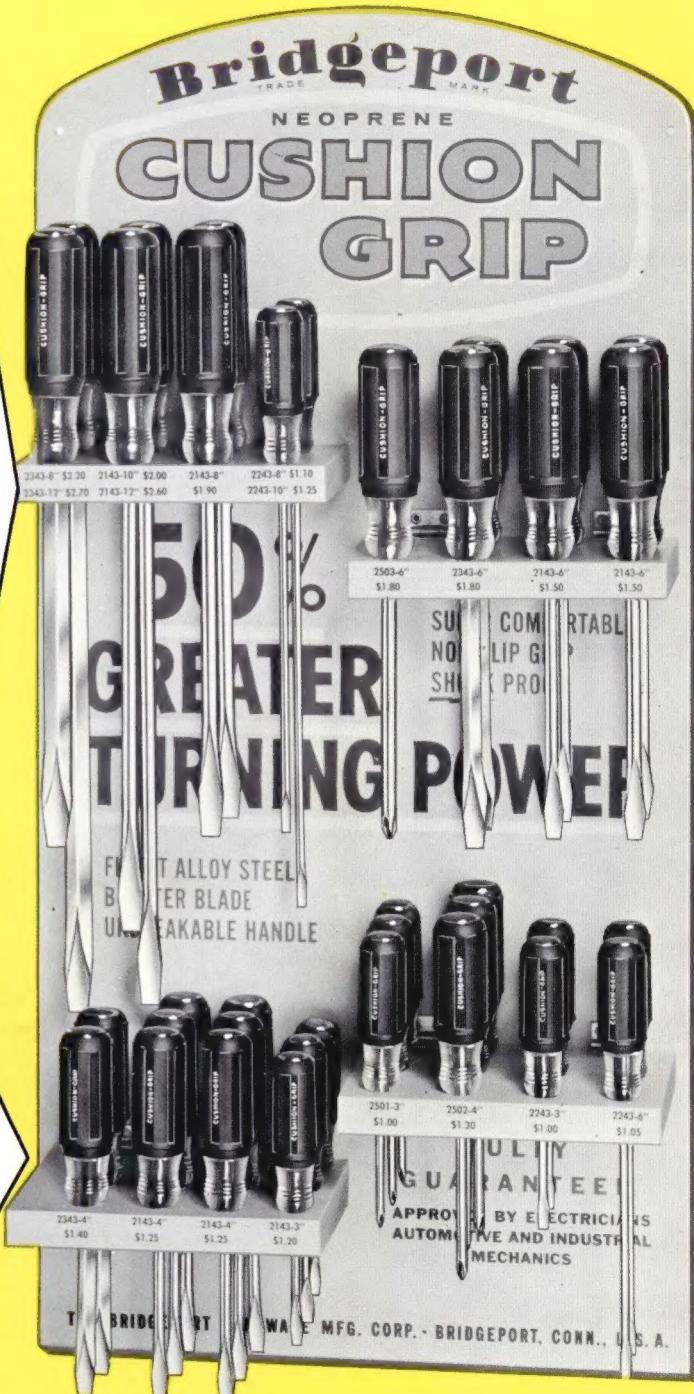
Plus **FREE** MERCHANDISER

INCLUDED AT NO EXTRA COST
WITH PURCHASE OF NO. 2703 DEAL

Now, for less than \$35.00 you can have a complete assortment of three dozen of genuine Bridgeport Cushion Grip Screwdrivers — all ready to sell on a hard-hitting, colorful new display-dispenser.

The Cushion Grip Screwdriver has already proved itself as a fast selling and profitable item to thousands of dealers all over the country because of its greater turning power and super comfortable grip. Cash in on this great popularity now — order your No. 2703 deal today!

ORDER REFILLS FROM OPEN STOCK • PACKED 1/2 DOZ. TO BOX.



FOR COUNTER, WALL, PEGBOARD OR SHELF STANDARD

Size of Display: 14" wide x 29 1/2" high x 4" deep. PACKED ONE COMPLETE DEAL (3 doz. screwdrivers and one display board) PER CARTON. SHIPPING WEIGHT 20 lbs.

See Reverse Side
For Description and
Exclusive Features



DAZZLING
DISPLAY
PANEL
PRINTED
BRIGHT
YELLOW
WITH
RED
DAY
BLUE
AND
WHITE -
A
REAL
EYE-
CATCHER
TO MAKE
MORE
SALES
FOR YOU!

Bridgeport

REVOLVING

DISPLAY DEAL No. 900

REVOLVING

Here's What You Get!

4 Each of The Following:

RED CAP

| No. | Style | Blade | List Ea. | Dealers Cost | Shipping Wgt. Per Doz. |
|-----|---------------|---------------|----------|--------------|------------------------|
| 252 | Pocket | 2" x 1/8" | .15 | \$1.20/Doz. | 3/4 lbs. |
| 264 | Electricians | 4" x 3/16" | .25 | \$2.00/Doz. | 1 1/2 lbs. |
| 254 | Mechanics | 4" x 1/4" | .35 | \$2.80/Doz. | 2 lbs. |
| 256 | Mechanics | 6" x 1/4" | .45 | \$3.60/Doz. | 2 7/8 lbs. |
| 251 | Stubby | 1 1/4" x 1/4" | .35 | \$2.80/Doz. | 1 3/8 lbs. |
| 267 | Screw Holding | 4" x 1/8" | .60 | \$4.80/Doz. | 2 lbs. |

BLUE CAP

| No. | Style | Blade | List Ea. | Dealers Cost | Shipping Wgt. Per Doz. |
|-----|-----------------------------------|---------------|----------|--------------|------------------------|
| 103 | Pocket | 3" x 1/8" | .25 | \$2.00/Doz. | 7/8 lbs. |
| 124 | Electricians | 4" x 3/16" | .40 | \$3.20/Doz. | 1 3/4 lbs. |
| 126 | Electricians | 6" x 3/16" | .45 | \$3.60/Doz. | 2 lbs. |
| 131 | Stubby | 1 1/4" x 1/4" | .50 | \$4.00/Doz. | 1 5/8 lbs. |
| 114 | Mechanics | 4" x 1/4" | .50 | \$4.00/Doz. | 2 1/2 lbs. |
| 115 | Mechanics | 5" x 1/4" | .55 | \$4.40/Doz. | 2 3/4 lbs. |
| 116 | Mechanics | 6" x 5/16" | .75 | \$6.00/Doz. | 4 1/4 lbs. |
| 121 | Genuine Phillips #1 Pt. | 3" x 3/16" | .55 | \$4.40/Doz. | 1 5/8 lbs. |
| 122 | Genuine Phillips #2 Pt. | 4" x 1/4" | .60 | \$4.80/Doz. | 2 1/2 lbs. |
| 102 | Genuine Stubby Phillips #2 Pt. | 1 1/2" x 1/4" | .60 | \$4.80/Doz. | 1 5/8 lbs. |

Total 64 Screwdrivers!

TOTAL RETAIL VALUE \$29.20

DEALER COST \$19.47

DEALER PROFIT \$9.73

DEALER'S MARK-UP 50%!

★ MAKES EXTRA IMPULSE SALES ★ 16 MOST POPULAR NUMBERS

★ SIMPLE TO STOCK, SELL, REORDER ★ GUARANTEED MERCHANDISE

★ 2 ATTRACTIVE PRICE RANGES: RED CAP — ECONOMY LINE 15¢ — 45¢

 BLUE CAP — BETTER QUALITY LINE 25¢ — 75¢

★ NEW SCREWDRIVERS WITH EXCLUSIVE REVOLUTIONARY BILT-IN GRIP

OPEN STOCK REFILLS

Packed one dozen to a box.

24 dozen per case



**THE BEST
LOW PRICE
SCREWDRIVER
DEAL
YOU CAN
SELL!**



**FREE
RACK
worth
\$5.00!
With Order
For One
#900
Assortment**

Shown
with
Removable
Bracket
for
attaching
to wall or
pegboard

Packed one assortment complete with wire rack to case:
Shipping wt. 18 lbs. Size: 14 1/2" x 14 1/2" x 25"

